



**STATE OF DELAWARE
PUBLIC SERVICE COMMISSION**

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January 9, 2012

MEMORANDUM

TO: File

FROM: Malika Davis, Public Utilities Analyst-MQ

Subject: In The Matter Of The Application Of Advantage IQ, Inc. For Approval Of A Name Change To Ecova, Inc. (Filed January 23, 2012). PSC Docket No. 12-61T

On January 23, 2012 Advantage IQ, Inc. ("Advantage") filed an application with the Delaware Public Service Commission ("Commission") to change its name to Ecova, Inc. ("Ecova" or "Company"). An Electric Supplier Certificate ("ESC") was originally granted to Advantage IQ, Inc.¹

In the application in the instant docket, Advantage is now requesting a name change to Ecova to be effective immediately. In their filing, Ecova included proof from the Delaware Secretary of State that it is legally authorized and qualified to do business in the State of Delaware. The company also provided a sample letter informing customers of the name change. Updated information for the Company's regulatory contact person was also provided.

It does not appear that the requested name change would result in disruption of service to Delaware customers.

Advantage IQ, Inc.'s request for a name change to Ecova, Inc. appears to be reasonable and meets the requirements of the ESC Rules in Regulation Docket No. 49. Among other things, the filing satisfies the requirements pursuant to 26 Del. Admin. C. §§ 3001 2.1.1.1 (Authority to do business in Delaware). Staff, therefore, recommends acceptance by the Commission of the application for a name change by Advantage to Ecova.

cc: Ms. Alisa Bentley, Secretary Delaware Public Service Commission
Ms. Susan Neidig, Regulatory Policy Administrator Delaware Public Service Commission
Mr. Bradley Gawboy, Sr. Director Rate Analysis & Energy Procurement Ecova, Inc.

¹ Order No. 8007, issued July 26, 2011 in Docket No. 11-308.